

DO NOT ENTER: /J.S./

12/15/2010 U.S. Appln. No. 09/878,581

Response to Office Action dated October 19, 2010

PATENT  
450100-03278

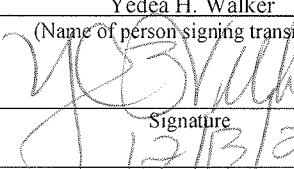
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Susumu Nakagawa  
Serial No. : 09/878,581  
Filed : June 11, 2001  
For : IMAGE CONTENT AND ADVERTISEMENT DATA  
PROVIDING METHOD, SYSTEM, AND APPARATUS  
Examiner : Sheleheda, James R.  
Art Unit : 2424  
Confirmation No. : 2762

745 Fifth Avenue  
New York, NY 10151  
(212) 588-0800

**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on December 13, 2010.

\_\_\_\_\_  
Yedea H. Walker  
(Name of person signing transmittal)  
  
\_\_\_\_\_  
Signature  
\_\_\_\_\_  
12/13/2010  
\_\_\_\_\_  
Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

December 13, 2010

Dear Sir:

This Amendment responds to the Office Action dated October 19, 2010 (Paper No. 20101015). Please amend the above noted application as follows: